

This year's Caspian Construction Week 2018 was held on 23–26 of October at Baku Expo Center. The Caspian Construction Week includes three exhibitions – the 24<sup>th</sup> Azerbaijan International Construction Exhibition Azerbaijan, the Caspian International Furniture, Interiors and Design Exhibition, the 11<sup>th</sup> International Exhibition for Heating, Ventilation, Air-Conditioning, Water Supply, Sanitary and Swimming Pool Aquatherm Baku and the 11<sup>th</sup> Caspian International Protection, Security and Rescue Exhibition Securika Caspian. This year, 301 companies from 22 countries took part in the Caspian Construction Week.



#### 24<sup>th</sup> Azerbaijan International Construction Exhibition

BakuBuild Azerbaijan is the most important trade event in the region for building and architecture, and design and renovations. Every year, professionals from a range of different countries attend the exhibition to find business partners.

The exhibition was preceded by a press-conference. The press conference was attended by Mr. Edward Strachan – General Director of Iteca Caspian, Mrs. Maya Gafarli – Project Manager of BakuBuild Azerbaijan and Mr. Rashad Gadimov – Project Manager of Aquqtherm Baku. 20 media attended the press-conference from AzTv, Azertag, CBC, ITV, Interfax, Sputnik, Report, TREND, Asan Radio, WorldEconomics and other agencies.

The official opening ceremony was attended by Mr. Niyazi Safarov – Deputy Minister of Economy of the Republic of Azerbaijan, Mr. Dovletkhan Dovletkhanov – Deputy Chairman of the State Committee for Architecture and Urban Planning, Mr. Elkan Asadov – Deputy Head of the State Agency for Safety Control in Construction under the Ministry of Emergency Situations of the Republic of Azerbaijan, Mr. Farhad Mollazade – Secretary of the Union of Architects and Mr. Edward Strachan, the General Director of Iteca Caspian. Each of the speakers noted the importance of the BakuBuild Azerbaijan exhibition, which is a clear manifestation of developing the industry, while drawing interest in the construction sector.

Over the years, the exhibition has gained recognition as an effective tool for promoting products and services on the market. Participating companies were from Azerbaijan, Canada, China, Denmark, Finland, Greece, Russia, Slovenia, Turkey, Ukraine, USA, and other countries. This year 4 international groups, who have taken part in the exhibition more than once previously, again join in this major construction event. A long-time regular participant at BakuBuild Azerbaijan was the German National Stand, whose participation was organised thanks to the close cooperation between the Federal Ministry for Economic Affairs and Energy (BMWi) and the German Trade Fair Industry Association, AUMA. Another participant was the Polish National Stand; it was onboard through organisational support of the Polish Investment and Trade Agency (PAIH). For some years now, the company "Dubai Export" had been bringing together leading companies from the UAE. Participation of Italy's joint stand was organised by Iteca Caspian's partner in Italy, Invernizzi Group. Among this year's debutants were two joint regional stands from Russia; thus, for the first time, companies from Udmurtia, under the leadership of the

Export Development Corporation of Udmurtia, and companies from Tyumen, headed by the Export Support Centre of the Tyumen Region, were taking part in the exhibition.

Local companies made up about 40 per cent of the total number of participants; active involvement of Azerbaijani exhibitors was a significant contribution to the success of the BakuBuild Azerbaijan exhibition. Local companies rely on the exhibition to showcase proudly their “Made in Azerbaijan” products to the international audience. Participation in the exhibition provides ample opportunity to strengthen existing business ties and establish new ones. The registration sponsor of BakuBuild Azerbaijan 2018 was its regular participant, NB Group (the Corella brand), and the media partner of the exhibition was the magazine “House and Interior” (“Dom i Interer”).

From year to year, the event attracts new exhibitors desirous of exploring the local market and becoming part of it through this proven short-cut, as Caspian Construction Week affords a venue bringing the entire industry together in one place. This year, BakuBuild Azerbaijan welcomed 40% foreign and local newcomers.

Participants of BakuBuild Azerbaijan 2018 showcased the full range of building materials, flooring, ceramics, finishing stone, marble, windows and doors, and interior items. The paint and varnish sector was represented very well by local and foreign companies. The exhibition familiarized visitors with a large selection of interior and entrance doors, as well as metal and automatic doors for country houses and office spaces. Traditionally, roofing materials and woodworking were also well represented. This year's innovations include innovative mixes, concrete, grinding machines, high-tech machines for the production of concrete piles and slabs, and much more.



This year's Caspian International Furniture, Interiors and Design Exhibition Caspian MebelExpo 2018 was especially noteworthy for the active participation of furniture and interior companies from Azerbaijan and Russia (the Export Development Corporation of Udmurtia); they were delight visitors with their products and innovations in the furniture industry.

## **BUSINESS PROGRAM**

As part of the exhibition, a number of specialised workshops, professional meetings and discussions were planned in addition to presentations of new technologies and construction skills. On the first day of the exhibition a press-briefing "Polish construction industry" hold with organisational support from the Polish Investment and Trade Agency (PAIH). The programme will continue with the Unique Project competition, a joint event arranged by the Union of Architects of Azerbaijan and Iteca Caspian; a winning project will be selected and announced from the most original building solutions proposed by young architects. On the same day, a ceremony will take place to announce the winner of the country-wide competition of architectural works, which was previously held under the leadership of the Union of Architects of Azerbaijan.

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The second day of the exhibition will be an equally busy day starting with B2B meetings, which, thanks to the organisers, have become a regular part of the event. These meetings have proven to be an additional effective business platform for professional dialogue between Azerbaijani specialists, dealers, distributors and their foreign colleagues. This year, over 60 companies announced their participation in these business meetings.

In an effort to ensure that participants realise maximum benefit from their involvement in the exhibitions, the organisers, well before the opening of the event, invited participants to a business breakfast where a formula for successful participation was presented, followed by information about the exhibition's advertising campaign, and also covering more basic issues such as how to set up an effective stand. The business breakfast was led by a professional coach Fidan Azimli, who was invited by the organisers. During the business breakfast, the main issues with regard to the organisation of stands were touched upon, and a formula for successful participation at the exhibitions was presented. More than 30 representatives of local companies took part in the business breakfast, and organisers are confident that the helpful tips laid out will be successfully applied during their participation at the exhibitions.

Not only participation, but also a visit to the specialised exhibition in the region has fundamental importance to all companies, whose business is related to the construction industry. This year for the first time there was organised the tour with businessmen from Nakhchivan by Iteca Caspian and Caspian Energy, the information partner of exhibition. Also the organisers were hold the tour with businessmen from Georgia.

#### **NEW ADDITIONAL EVENTS FROM ORGANISERS**

For the first time within the framework of the exhibitions, the organisers created a special zone called the "Test Room" and Innovation Zone for demonstrating materials and products presented at the exhibition. Here visitors will be able to get hands-on knowledge about both the potential and the quality of products.

The Visitors Loyalty Programme was yet another innovation introduced this year by the exhibition organisers; this programme allowed visitors to purchase products or services from participating companies at a special discount.

#### **SUPPORT**

The BakuBuild Azerbaijan is supported by the Ministry of Economy of the Republic of Azerbaijan, State Housing Development Agency of the Republic of Azerbaijan, State Committee for Town Planning and Architecture of the Republic of Azerbaijan, the Union of Architects of Azerbaijan. BakuBuild Azerbaijan, Caspian MebelExpo, Aquatherm Baku, Securika Caspian are supported by Azerbaijan Export and Investment Promotion Foundation (AZPROMO), National Confederation of The Entrepreneurs (Employers) Organizations of Azerbaijan Republic (AEC) and for the first time by the Small and Medium Business Development Agency of the Republic of Azerbaijan.

Children's Playground was located in the foyer of Baku Expo Center. Here professional educators and teachers from Bagcam.az took care of your children and will entertain them with educational games, as well as various useful and exciting activities.

#### **ORGANISERS**

The BakuBuild Azerbaijan, Caspian MebelExpo, Aquatherm Baku, Securika Caspian exhibitions were organised by Iteca Caspian and its partners.

The organisers awarded certificates to sponsors, partners and exhibitors who stood out with their imaginative approaches to their work:

Nabucco A&C – Best Corporate Style

Mesa Imalat – Best Stand Design

Uralskiy Granite – Best Performance

Spancrete – Best Shell Scheme

AAC LLC – Best Customer Attraction

Global Interiors Group – Most Creative Stand

Gilan Industrial Group – Most Attended Stand

Mamedov`s Company – Most Fascinating Stand

Kaban Makina – Best Debut

Hilal Aluminyum – Best Product Presentation

Polish Investment and Trade Agency – Best Country Presentation

HomeWood – Most Original Stand

AGZ LLC – Best Company Presentation

AZVIRT LLC – Best Service Presentation

Baku Steel Company – For long-term participation

FAB Paints and Chemical Industry – Most Active work with visitors

NB Group – Most Active Work in Social networks

ASSA Abloy – Most Innovative Company

Thus, in 4 days of the exhibition, 8089 visitors could get acquainted with the innovations of the construction industry.

In 2019, the exhibition will be held on 22–25 of October and will celebrate its 25<sup>th</sup> anniversary.

## ***References***

### **Shahin Mustafayev, Minister of Economy of the Republic of Azerbaijan**

“BakuBuild Azerbaijan, known as one of the largest construction exhibitions in the region, is a favourable platform. The International BakuBuild Azerbaijan Exhibition, supported by the Ministry of Economy, brings together professionals well versed in the latest developments in construction, design and architecture.

### **Petros Blatzas, Manager at Solin (Greece)**

“This is our first visit to Baku and we want to find consumers here. The first day of the exhibition was very successful. I note an active attendance, and most importantly – the number of people interested in our products. Solin is often participating in various international exhibitions. We highly appreciate the role of the exhibition in promoting our brand. Participation helps us solve many business problems, and this is proved by 80% of our income from such events”.

### **Rustam Mammadov, Advertising Director at Fab Boya**

“We take part in the BakuBuild Azerbaijan exhibition every year. I believe that the benefits of participating in the exhibition are not limited; it includes but not limited to image improvement, good advertising, an increase in the number of partners and sales. For an effective return from the exhibition, it is necessary to wisely place your stand and exhibits, and bring the right number of representatives who can provide professional information to both guests and partners”.

**#BakuBuildAzerbaijan #CaspianMebelExpo**

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